

IN THE CLAIMS:

Please amend the claims as follows.

1. (currently amended) An electronic display device comprising:
 - a housing;
 - a display screen mounted to the housing;
 - data storage means for storing visual content to be displayed;
 - data processing means for driving the display screen;
 - means for securing the device at a point of sale; and
 - wherein the housing is moulded in the shape of a product offered for disposal at the point of sale.
2. (original) The electronic display device as claimed in Claim 1 adapted to display digital video content.
3. (currently amended) The electronic display device as claimed in Claim 1 ~~or Claim 2~~ wherein the housing is moulded to the approximate dimensions of the product offered for disposal at the point of sale.
4. (original) The electronic display device as claimed in Claim 3 wherein the housing is shaped such that the footprint of the electronic display device is substantially identical to a product offered for disposal at a point of sale.
5. (currently amended) The electronic display device as claimed in Claim 1 ~~any preceding Claim~~ wherein the housing is substantially cylindrical in shape.
6. (currently amended) The electronic display device as claimed in Claim 1 ~~any preceding Claim~~ wherein the housing is bottle-shaped.

7. (currently amended) The electronic display device as claimed in Claim 1 ~~any of Claims 1 to 5~~ wherein the housing is can-shaped.
8. (currently amended) The electronic display device as claimed Claim 1 ~~any preceding Claim~~ further comprising a wireless transceiver for receiving or transmitting data from or to a remote device.
9. (currently amended) The electronic display device as claimed in Claim 1 ~~any preceding Claim~~ wherein the display is an LCD module with a 320x480-pixel matrix.
10. (currently amended) The electronic display device as claimed in Claim 1 ~~any preceding Claim~~ wherein the housing comprises a plurality of part-housings, each part-housing being provided with corresponding engaging means.
11. (currently amended) The electronic display device as claimed in Claim 1 ~~any preceding Claim~~ wherein the means for securing the device at the point of sale is a base plate having fixings for attachment at the point of sale.
12. (original) The electronic display device as claimed in Claim 11 wherein the housing is provided with engagement means for releasably engaging with corresponding engagement means provided on the base plate.
13. (original) The electronic display device as claimed in Claim 12 wherein the engagement means is a plurality of apertures and corresponding resilient snap connectors.
14. (currently amended) The electronic display device as claimed in Claim 12 ~~or Claim 13~~ wherein the engagement means is provided with a locking mechanism for retaining engagement, the locking mechanism being releasable upon interaction with a cooperating key.

15. (currently amended) The electronic display device as claimed in Claim 1 ~~any preceding Claim~~ wherein the housing is provided with a slot for the insertion/or removal of a removable memory storage unit.
16. (currently amended) The electronic display device as claimed in Claim 1 ~~any preceding Claim~~ further comprising an interface for enabling interaction by a user.
17. (original) The electronic display device as claimed in Claim 16 wherein the interface is a touch-screen.
18. (original) An electronic display device comprising:
 - a housing;
 - data storage means;
 - data processing means;
 - a display screen mounted to the housing;
 - means for securing the device at a point of sale;
 - wherein the housing is incorporated as part of a dispenser for a beverage offered for disposal at the point of sale.
19. (currently amended) A product display assembly comprising a display structure supporting a plurality of products offered for disposal, and an electronic display device according to Claim 1 ~~any preceding claim~~ mounted to said display structure.
20. (original) A system for electronic display, the system comprising at least one electronic display device, each electronic display device having a housing, data storage means, data processing means, a display screen mounted to the housing, and means for securing the device at a point of sale; and a portable data storage device communicable with the electronic display device such that data is transferable between the portable data storage and the electronic display device.

21. (original) The system as claimed in Claim 20 wherein the portable data storage device is a portable unit having a wireless transceiver for receiving or transmitting data from or to the at least one electronic display device.
22. (currently amended) The system as claimed in Claim 20 ~~or Claim 21~~ wherein the electronic display device is secured to a shelf for displaying products offered for disposal.
23. (currently amended) The system as claimed in Claim 20 ~~any of Claims 20 to 22~~ wherein the electronic display device is provided with a slot for the insertion/or removal of a removable memory storage unit.
24. (currently amended) The system as claimed in Claim 20 ~~any of Claims 20 to 23~~ wherein the portable data storage device is provided with a slot for the insertion/or removal of a removable memory storage unit.
25. (currently amended) The system as claimed in Claim 20 ~~any of Claims 20 to 24~~ wherein the electronic display device is a device according to Claim 1.
26. (original) A system for electronic display comprising a plurality of electronic display devices, each electronic display device having data storage means, data processing means, a display, and means for securing the device at a point of sale; a wireless router adapted to communicate with the plurality of electronic display devices and access a remote server, thereby allowing the content of the data storage means to be updated with data from said remote server.
27. (original) The system as claimed in Claim 26 wherein the wireless router is further adapted to communicate with a portable data storage device.
28. (currently amended) The system as claimed in Claim 26 ~~or Claim 27~~ wherein the electronic display device is a device according to Claim 1.

29. (original) A method of updating an electronic display device having a having data storage means, data processing means, a display, and means for securing the device at a point of sale, the method comprising the steps of:
- Interrogating, at a pre-selected time a remote server in order to determine whether updated data is available for the display device;
 - Downloading updated data to the data storage means from said remote server via the wireless router.

Please add the following new claim.

30. (new) The method as claimed in Claim 29 comprising the additional steps of:
- Issuing, at a pre-selected time, an identifier signal from the display device to a wireless router; and
 - Verifying in the wireless router that the display device is authorised to receive updated data from the remote server.